RJ Reynolds
Tobacco Company

*Mark Young*
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To: **Mark Gambardella** (Bronx assignments)
**Tony Addessi** (complete division)
**Lee Maney** (complete division)
**Greg Mitchell** (Staten Island only)
**Steve Grossberg** (complete division)

Subject: **Salem Reintroduction / PCD loads for Primary Salem Stores**

Gentlemen,

In the near future we will be getting together as a group to plan out the DTS crew-work blitz in the city for the new Salem family. In preparation for that meeting there is another extremely important factor to work out ..... the Salem PCD Load.

As we are all aware, the new Salem will flow into all retail accounts naturally as stores order. The only brands that will have to be sold will be the four new box styles. These will be the primary brand styles that will have the opportunity to attract a Newport Box smoker. With this in mind, I've enclosed an excel PCD load plan for everyone's review.

Take the time to study it and give me your comments.

Sincerely,
**Mark Young**

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Source: https://www.industrydocuments.ucsf.edu/docs/fjdp0000